



FOR IMMEDIATE RELEASE

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Lake Rudolph Campground & RV Resort Partners With McDonald's for Santa Claus Land of Lights

SANTA CLAUS, INDIANA ---- Lake Rudolph Campground & RV Resort and McDonald's have formed a partnership for the Santa Claus Land of Lights. Coupons for the family Christmas light adventure will be offered at various McDonald's locations in Kentucky, Indiana and Illinois, and a portion of proceeds will be donated to Ronald McDonald House Charities of the Ohio Valley (RMHC).

New in 2009, this never before seen, custom outdoor light show will tell the Shining Story of Rudolph the Red-Nosed Reindeer in bright, energy-efficient LED lights. The Santa Claus Land of Lights is the only light show in North America that will tell a story in lights and storyboards. It is also the largest campground holiday light show in North America.

"This partnership with McDonald's is a wonderful collaboration," says Philip Koch, owner of Lake Rudolph Campground & RV Resort. "Not only is McDonald's offering coupons for the Santa Claus Land of Lights, a portion of proceeds will benefit the new Ronald McDonald house opening soon in Evansville."

Coupons are available at 45 participating McDonald's in Evansville, Vincennes, Washington, Bicknell, Boonville, Jasper, Mt. Vernon, Newburgh, Petersburg, Princeton, and Tell City, Indiana; Henderson, Owensboro, Greenville, Central City, Beaver Dam, Madisonville, Morganfield and Providence, Kentucky; and Albion, Robinson, Carmi, Olney, Fairfield and Mt. Carmel, Illinois.

Ronald McDonald House Charities of the Ohio Valley provides a comfortable and supportive environment for families with critically ill children. It also serves as a temporary residence near hospitals and medical facilities where family members can sleep, eat, relax and find support from other families in similar situations. For more information about RMHC visit their website at www.RMHEvansville.org.

A portion of proceeds will also benefit Santa's Elves, a non-profit agency that answers the thousands of children's letters sent to Santa Claus, Indiana. Information about Santa's Elves may be found by visiting www.SantaClausMuseum.org.

The Santa Claus Land of Lights is a 1.2 mile family Christmas light adventure located inside Lake Rudolph Campground & RV Resort in Santa Claus, Indiana. The Land of Lights is open from 5:00pm – 10:00pm CST on Fridays, Saturdays and Sundays, November 20 through December 20, during the new Santa Claus Christmas Celebration. December 21 through January 3, the Land of Lights is open nightly. For more information people may call 1-877-478-3657 or visit the website at www.LakeRudolph.com.